

**IN THE CLAIMS:**

In accordance with the Revised Rules under 37 C.F.R. 1.121, please amend the claims as shown below and indicated as "currently amended." Also shown below or indicated as such, are claims that are currently amended, original, previously amended, cancelled, withdrawn, previously added, new, reinstated, previously reinstated, and re-presented. In accordance with the Rules, the text of cancelled or withdrawn claims is not presented.

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1. (original) A media printer, comprising in combination:

means for moving a plurality of media samples from a supply of media samples;

means for printing information on at least selected ones of said media samples; and

means for attaching a value-adding device to only selected ones, but not all, of said

media samples.

2. (original) The media printer of claim 1 wherein said value-adding devices comprise radio frequency identification transponders.

3. (original) The media printer of claim 2 further comprising means for determining whether said radio frequency identification transponders are defective or misprogrammed.

4. (original) The media printer of claim 3 further comprising means for causing a failure indicia to be printed on a surface of each one of said media samples to which a defective or misprogrammed radio frequency identification transponder is attached.

5. (original) The media printer of claim 1 wherein a plurality of value-adding devices are attached to at least one of said plurality of media samples.

6. (original) The media printer of claim 1 wherein said media samples are selected from a group consisting of labels, tickets, tags, and cards.

- ✓ 7. (currently amended) A media printer, comprising in combination:
- a media supply and a media exit;
  - a generally continuous web that operably interconnects said media supply and said media exit so that a plurality of media samples are moved from said media supply to said media exit during operation;
  - a printhead that is mounted in operative relation to said generally continuous web to print information on selected portions of a first surface of each one of said media samples; and
  - an applicator mechanism that is mounted in operative relation to said generally continuous web to ~~attach~~ couple a value-adding device to a second surface of selected ones of said media samples ~~after information has been printed on the first surface of said selected ones of said media samples by said printhead.~~
- ✓ 8. (currently amended) The media printer of claim 7 wherein said value-adding devices comprise radio frequency identification integrated circuits adapted ~~adopted~~ to make contact with an antenna structure on said media samples to form radio frequency identification transponders.
- ✓ 9. (original) The media printer of claim 7 wherein said value-adding devices comprise radio frequency identification transponders.
- ✓ 10. (original) The media printer of claim 9 further comprising a verification mechanism that is operably disposed with respect to said generally continuous web to verify the operability of at least some of said radio frequency identification transponders.
- ✓ 11. (original) The media printer of claim 10 wherein said verification mechanism causes failure indicia to be printed on the first surface of each one of said media samples to which an

inoperable radio frequency identification transponder is attached.

✓ 12. (original) The media printer of claim 7 wherein a value-adding device is attached to less than all of said plurality of said media samples.

✓ 13. (original) The media printer of claim 7 wherein said media samples are selected from a group consisting of labels, tickets, tags, and cards.

✓ 141. (currently amended) An on-demand printer for printing information on a series of labels, tickets, tags, cards or other media, comprising:

a media feeder adapted to feed a web of media samples through a dispensing station; and

located at said dispensing station, a dispenser responsive to control signals and configured to associate means for associating a discrete value-adding element with certain media samples, but not with other media samples, in a series of said media samples.

✓ 142. (currently amended) The printer of claim 141 wherein said element is a radio frequency identification integrated circuit adapted to make contact with an antenna structure on said media to form a radio frequency identification transponder.

✓ 143. (currently amended) The printer of claim 141 wherein said value-adding element is an RFID transponder ~~or other wireless~~ or other wireless transponder.

✓ 144. (original) The printer of claim 143 further comprising means for communicating with said transponder.

✓ 145. (currently amended) The printer of claim 144 wherein said means for communicating further includes at least one of step comprises (i) means for testing, identifying, or discerning a characteristic of the transponder, (ii) means for reading information stored in the

transponder, ~~and~~ ~~or~~ (iii) means for writing information into the transponder.

✓ 146. (original) The printer of claim 141 further comprising means for processing said media before said value-adding element is associated with said selected media.

✓ 147. (original) The printer of claim 146 wherein said means for processing includes a printing apparatus.

✓ 148. (currently amended) The printer of claim 147 wherein said value-adding element is an RFID transponder ~~or other wireless~~ or other wireless transponder, and wherein said printer or printer accessory includes means for communicating with said transponder.

✓ 149. (original) The printer of claim 148 wherein said printing apparatus is responsive to said means for communicating and prints a result of said communicating with said transponder.

✓ 150. (original) The printer of claim 148 wherein said printing apparatus is responsive to said means for communicating and prints an indication of a defect or another characteristic or attribute of said transponder.

✓ 151. (original) The printer of claim 148 wherein said printing apparatus is responsive to said means for communicating and prints information based on data read from or stored in said transponder.

✓ 152. (original) The printer of claim 142 wherein said means for associating is controlled by a computer program.